

Florida Museum of Photographic Arts

Project Title: Specific Cultural Project 2019-2020

Grant Number: 20.c.pr.170.449

Date Submitted: Sunday, July 29, 2018

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: N/A

Discipline: Museum

Proposal Title: Specific Cultural Project 2019-2020

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Florida Museum of Photographic Arts 
- b. **FEID:** 59-3737687
- c. **Phone number:** 813.221.2222
- d. **Principal Address:** 400 North Ashley Dr., Cube 200 Tampa, 33602-4300
- e. **Mailing Address:** 400 North Ashley Dr., Cube 200 Tampa, 33602-4300
- f. **Website:** fmopa.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Hillsborough
- j. **DUNS number:** 805194425

1. Grant Contact *

First Name

Zora

Last Name

Carrier

Phone

Email

zora@fmopa.org

2. Additional Contact *

First Name

Zora

Last Name

Carrier

Phone

813.221.2222

Email

museummanager@fmopa.org

3. Authorized Official *

First Name

Zora

Last Name

Carrier

Phone

Email

zora@fmopa.org

4. National Endowment for the Arts Descriptors

Applicant Status

Organization - Nonprofit

Institution Type

Other Museum

Applicant Discipline

Photography/Holography

5. Department Name

C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

3. Do proposed activities occur between 7/1/2019 - 6/30/2020? *

- Yes (required for eligibility)
- No

4. How many years of completed programming does the applicant have? *

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

5. Museum*

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- Applicant is open to the public for at least 180 days each year.
- Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

D. Excellence Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

The Florida Museum of Photographic Arts (FMoPA) is a museum dedicated to exhibiting important photographic art as central to contemporary life and culture. FMoPA collects, preserves and exhibits historic and contemporary works by nationally and internationally known photographic artists. FMoPA also enriches the community by operating outreach programs to educate children and adults.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

Goal I: Encourage community engagement in the photographic arts.

Objective I A: Curate at least three Community Gallery Exhibitions

Activity IA.: The Community Gallery is where photographic art will be displayed from classes, Safaris, and competitions.

-Members Show- This show will feature 70-100 photographers and will share original works by the gifted photographers with local and online communities. Members may submit one digital and one physical photograph for inclusion in FMoPA's online digital gallery and Community Gallery. Members and a panel of judges select submissions for the Members' Choice and Best in Show awards, respectively.

-International Photography Competition Show presents winning photographs submitted by national and international photographers judged by photography professors and online voters for inclusion in the Community Gallery and the People's Choice Award, respectively. The seven competition categories include People/Portraits, Places/Landscape, Nature/Science/Animals, Documentation/ Photojournalism, Still Life, Abstract Photography, and Conceptual Photography.

-New Visions- To continually support local and upcoming photographers, FMoPA annually exhibits an emerging artist in our Community Gallery. This is a fantastic opportunity to exhibit up and coming artists in the area, and to showcase new photographic techniques.

Objective II-B: Offer a minimum of eight (8) Fourth Friday events.

Activities II-B.1: Fourth Friday events offer public access to exhibitions, opportunities to engage in photographic artists' presentations, lively discussions, university faculty talks, cross-promotional events with cultural institutions in the vicinity and participation in exhibition openings and competitions.

*Trained docent-led tours every Sunday at 2 pm for additional exhibition enrichment.

Objective III-C: Conduct at least (4) Photo Safaris.

Activities III-C.1: Photo Safaris engage the public in photographic arts through excursions to local highly recognizable venues or events. Participants will be guided by artists while they photograph these areas or events resulting in Community Gallery display during Fourth Friday events. Sites include Downtown Tampa Sunset & Nighttime Safari, State Fair Photo Safari, Strawberry Festival Photo Safari, and Downtown Lighted Bridge Safari.

Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programing (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

N/A

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

July 2019-Members Show*

August 2019- International Photography Competition Show

October 2019-Physician's Photography Exhibition*

November 2019-New Visions Exhibition

January 2020- Forever Young Exhibition

April 2020- Earth Day Celebration/Exhibition

May 2020 - Mother's Day/International Women's Day

Fourth Fridays---July 26, 2019, August 23,2019; September 27,2019 ;October 25, 2019; November 22, 2019; December 27 2020; January 24, 2020; February 28, 2020; March 27, 2020; April 24, 2020 May 22, 2020; June 26 2020.

Dates and locations of FMoPA Photo Safaris.

August 2019 Yabor City - Street Photography workshop

September 2019 Frank Lloyd Wright Complex, Lakeland FL

December 2019 - Holidays in Florida, South Tampa FL

January 2020- Gasparila Parade, Tampa, FL

March 2020 - Art Festival, Tampa, FL

May 2020 - Strawberry Festival Plant City, FL

*All calls for entries will have a special opportunity for Veterans to participate. We will create an opportunity for veterans to present their talents, accommodate their need for participating in our educational offerings

and special outreach activities.

3. Collection Summary - (Maximum characters 5250.) *

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

"The FMoPA is a museum dedicated to exhibiting important photographic art that is central to contemporary life and culture. FMoPA collects, preserves, and exhibits historic and contemporary works by nationally and internationally known photographic artists. Also, FMoPA enriches the community by operating outreach programs to educate children and adults.

Photography is ubiquitous in contemporary life and culture. The founders of the Florida Museum of Photographic Arts recognized this fact, so they sought to create a setting where visitors from all walks of life could appreciate and experience photography. As one of the few photography museums in the country, FMoPA presents exhibitions, which exclusively use this medium to explore themes that expose some intriguing or exciting aspect of history or modern, everyday life. This focus allows the museum to prominently feature pieces that other art institutions might not necessarily show.

FMoPA's permanent collection consists of over 200 pieces of photography that uniquely represents both vernacular and fine art.

The collection can be broken down into four categories:

1.) Portraits and People

The artistic portion of our permanent collection features Dianora Niccolini, whose indelible photographic exploration of the male body is globally acclaimed.

2.) Landscape and Nature

Includes the various works of Jamie Francis and Bruce Dale.

3.) Photo Journalism

FMoPA also advocates for local photographic artists like Bud Lee. Mr. Lee is treasured for his cataclysmic impact on local art culture. His photography work for magazines such as Esquire, Life, and Rolling Stone is featured in the Documentary portion of our permanent collection.

4.) Historical/Vintage

FMoPA believes that the use of historical photography is compelling when considering progress and learning from the past. Robert MacKay, a private collector of historical panoramic photographs donates one photograph for FMoPA to exhibit annually. These panoramic photographs depict life in a bygone era in American History.

In our attempt to feature quality photography within those four categories, we rotate our visiting collections often. Currently, FMoPA is constructing an exhibition featuring Mexican photographer Flor Garduño, who is best known for her black and white images of still lifes, nudes, portraits, and explorations of her indigenous culture. Rotating collections such as Garduño's keep FMoPA fresh and relevant, which gives life to the Tampa Bay community. The rotating exhibit is an integral piece to the growth of FMoPA because it is a way to grow the permanent collection.

FMoPA has a comprehensive Collections Policy. As a member of the American Alliance of Museums and The North American Reciprocal Museum Association, our collection policy is aligned with national best practices.

The policy is designed to preserve works of art by following the highest standards of conservation. Each piece is stored in a climate-controlled room where humidity levels and temperatures are monitored and controlled to combat the degenerative nature of the central Florida climate. These valuable pieces of photography are also enclosed in a protective case to prevent any light pollution. Also, FMoPA has an Emergency/Disaster Plan in place.

Because of FMoPA's continued growth as an institution that collects and preserves significant fine-art photography, the museum is growing its permanent collection through a highly selective acquisition process. FMoPA seeks out new acquisitions in three ways: by painstakingly selecting and purchasing photographic art that advances FMoPA's mission; through agreements with exhibiting artists; and by soliciting donations of work from like-minded collectors and artists.

Overall, our collection represents who the organization is and its mission. FMoPA is ever expanding, and the permanent collection continues to grow along with it. Acquiring new and meaningful photographic art is central to FMoPA's ability to educate and enrich the Tampa Bay Community."

E. Impact Page 5 of 10

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

10

2. What is the estimated number of opportunities for public participation? *

35

3. How many Adults will be engaged? *

10,000

4. How many school based youth will be engaged? *

2,250

5. How many non-school based youth will be engaged? *

510

6. How many artists will be directly involved? *

650

Total number of individuals who will be engaged?

7. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

No single age group made up more than 25% of the population directly benefited.

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

No group made up 25% or more of population benefiting

9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

3,570 older adults will be served with the Community Gallery.

10. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

Hillsborough

11. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

FMoPA is located along the Hillsborough River in the cultural heart of the City of Tampa in Hillsborough County. The County has over 1.4 million citizens. Because of FMoPA's location, the organization is continually taking part in private and public efforts to make the City a place of work and leisure.

Both the local government and private investors have made significant strides in the past ten years to achieve the goal of creating an environment of safety in the downtown area.

Through a revitalization effort of the downtown Tampa cultural offerings. FMoPA's relationship with this cultural district is vital as it is now possible for visitors to participate in numerous cultural activities in

Channelside and also at FMoPA through access on the recently completed Riverwalk connecting the entire downtown cultural area.

Americans for the Arts estimates FMoPA's visitors contribute nearly \$700,000 to the community. FMoPA's most treasured impact on the local economy is through the donation of knowledge and photography skills to underserved neighborhoods. FMoPA exposes young boys and girls to the art of photography in hopes that they will one day be able to take those valuable skills and implement them in their lives so that they may carve out a better life for themselves. We empower the individual to make intelligent and informed decisions through education on photography and the arts by expanding their cultural repertoire. The power of knowledge is immeasurable.

Arts & Economic Prosperity 5 provides evidence that the nonprofit arts and culture sector is a significant industry in the City of Tampa—one that generates \$349.2 million in total economic activity. This spending—\$130.7 million by nonprofit arts and cultural organizations and an additional \$218.5 million in event-related spending by their audiences—supports 11,889 full-time equivalent jobs, generates \$263 million in household income to local residents, and delivers \$41.8 million in local and state government revenue.

According to The Americans for the Arts' 2016 survey of 3,020 adults -82% of Americans believe the arts & culture are important to local businesses and the economy. 87% of Americans believe the arts & culture are important to the quality of life.

The Arts Index estimated that in 2016, expenditure on photographic equipment by county citizens was \$6.7+million. The museum is very proud its' educational programs. The highest participant programs are the Boys and Girl Scouts of America. Drawing from seven surrounding counties they participate in instructional courses leading to photography badges and the annual Kids Summer Camp where children from the Tampa Bay area come to FMoPA and learn the basics of photography in fun and creative ways. FMoPA also provides community educational courses on many different facets of photography. FMoPA course offerings include: First Step Photography, Wedding Photography, and Lighting Basics. The museum is not only Tampa's biggest advocate for photography, but it is also Tampa's most prominent advocate for artists. In FY19 Approximately 235 artists will be involved through exhibitions, talks, classes, Fourth Friday nights, benefits, etc. For example, photographers featured in our exhibits are invited to give Artist's Talks to share their work with the public to gain a more robust understanding of their work. This also educates the average visitor who might appreciate photography but never quite engaged in artist conversations before. FMoPA holds Community Galleries to support locally acclaimed artists. Most importantly, FMoPA realizes the financial hardships of talented artists and periodically holds Artist Benefit sales to curb financial strain and spread valuable photographic works. FMoPA is always looking for ways to improve its advocacy for the spread of art and photography in the community. The museum is looking into forging expanded relationships with local colleges and universities to promote the work of budding artists and introduce them to a career as a full-time photographer."

12. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

FMoPA will distribute press releases to more than 50 area media outlets, will promote all programming and exhibitions to 8,000+ community members via email, share content on online marketing platforms including

Arts Tampa Bay, Visit Tampa Bay, and Visit Florida. FMoPA will update its website, Facebook, and Instagram accounts on a regular basis with this P.R. information, including one week prior to the event and the day of the event. FMoPA will market the exhibitions via a promotional display in the Cube lobby, mailed exhibition invitations to its constituency, and in brochures printed quarterly.

F. Management and Operating Budget Page 6 of 10

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

FMoPA financial viability is a deciding factor with each exhibit, program, and activity chosen. For the past two years, our revenue has exceeded our expenses. This is because the FMoPA Board and leadership staff meticulously monitor all financial decisions for sustainability and strive to be financially innovative.

The Board at FMoPA consists of dedicated and astute members of the community who are personally invested in area businesses and the livelihood of those we serve living in and around the Tampa Bay area.

Each exhibit, class, and activity for 2018-19 are already approved by the Board and in the position to be enacted. Through our increased marketing presence over the past year, FMoPA has seen the number of participants and visitors increase steadily.

The museum has historically not operated beyond its means and continues to rely on the Board's guidance to adequately predict future budget needs.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

FMoPA uses multiple methods to evaluate exhibitions, programming, and events to ensure that we remain responsive to our mission and the community. Evaluation of exhibitions is done both prior to and after the exhibition opens. FMoPA policy recommends a walk through and a private tour of the exhibition by the exhibition Committee Chairperson and other staff and Board before the formal opening of the exhibition to the public. This will allow time for any minor adjustments or changes, should it be deemed necessary by this in-house group. The evaluation can include questions about the exhibition content, visual appeal, quality of didactic materials, layout or any and all other relevant matters of inquiry.

Data gathering is accomplished through record reviews of attendance, donations, formal surveys, visitor card comments, feedback on social media and observations Exhibit logs. FMoPA sends annual surveys to our member database to evaluate educational programming, exhibition artists and subject matter and member services. Artists are also asked to provide feedback on their experiences.

FMoPA associates regularly engage exhibition, program, and event attendees (both in-person and on the phone) to learn about the quality of their experiences at the museum.

The feedback is used to form short-term and long-term planning. The content of assessments and all forms of feedback described above, are discussed in weekly staff meetings as well as monthly Board meetings and are used by both staff and teachers to gauge the impact and efficacy of FMoPA's exhibitions,

programs, events, and each course and classes offered. If changes can be made to serve the public better, we will do everything possible to do so. FMoPA also sends surveys to our community database seeking feedback on how the museum is viewed as a part of the arts community and how we can extend our reach and improve our standing. Success for our Community Gallery would include the Increased attendance and participation in the calls for entries

3. Completed Fiscal Year End Date (m/d/yyyy) *

12/31/2017

4. Operating Budget Summary

| Expenses | Previous Fiscal Year | Current Fiscal Year | Next Fiscal Year |
|--|-----------------------------|----------------------------|-------------------------|
| 1. Personnel: Administrative | \$43,000 | \$43,000 | \$43,000 |
| 2. Personnel: Programmatic | \$87,000 | \$89,000 | \$92,000 |
| 3. Personnel: Technical/Production | \$20,000 | \$22,000 | \$22,000 |
| 4. Outside Fees and Services: Programmatic | \$30,000 | \$32,000 | \$32,000 |
| 5. Outside Fees and Services: Other | \$20,000 | \$22,000 | \$22,000 |
| 6. Space Rental, Rent or Mortgage | \$55,000 | \$57,000 | \$60,000 |
| 7. Travel | | | |
| 8. Marketing | \$30,000 | \$32,000 | \$34,000 |
| 9. Remaining Operating Expenses | \$50,000 | \$55,000 | \$55,000 |
| A. Total Cash Expenses | \$335,000 | \$352,000 | \$360,000 |
| B. In-kind Contributions | \$15,000 | \$18,000 | \$18,000 |
| C. Total Operating Expenses | \$350,000 | \$370,000 | \$378,000 |

| Income | Previous Fiscal Year | Current Fiscal Year | Next Fiscal Year |
|--|-----------------------------|----------------------------|-------------------------|
| 10. Revenue: Admissions | \$47,000 | \$49,000 | \$50,000 |
| 11. Revenue: Contracted Services | \$42,000 | \$44,000 | \$45,000 |
| 12. Revenue: Other | \$32,000 | \$34,000 | \$35,000 |
| 13. Private Support: Corporate | \$45,000 | \$47,000 | \$47,000 |
| 14. Private Support: Foundation | \$52,000 | \$52,000 | \$54,000 |
| 15. Private Support: Other | \$21,000 | \$19,000 | \$19,000 |
| 16. Government Support: Federal | | | \$10,000 |
| 17. Government Support: State/Regional | \$34,000 | \$34,000 | \$33,994 |
| 18. Government Support: Local/County | \$27,000 | \$27,000 | \$27,000 |
| 19. Applicant Cash | \$49,991 | \$50,000 | \$50,000 |
| D. Total Cash Income | \$349,991 | \$356,000 | \$370,994 |
| B. In-kind Contributions | \$15,000 | \$18,000 | \$18,000 |
| E. Total Operating Income | \$364,991 | \$374,000 | \$388,994 |

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

6. Paid Staff

- Applicant has no paid management staff.
- Applicant has at least one part-time paid management staff member (but no full-time)
- Applicant has one full-time paid management staff member
- Applicant has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Initiative (REDI) Waiver *

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

Personnel: Programmatic *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|----------------|------------------------------------|-----------------|-----------------|---------------|-----------------|
| 1 | Exhibition Manager 33% of time | \$5,000 | \$5,000 | \$0 | \$10,000 |
| 2 | Exhibition Assistant 100% of time | \$6,000 | \$6,000 | \$0 | \$12,000 |
| 3 | Education Manager 33% of time | \$5,000 | \$5,000 | \$0 | \$10,000 |
| 4 | Education Assistant 33% of time | \$1,000 | \$1,000 | \$0 | \$2,000 |
| 5 | Event Coordinator 50% of time | \$3,000 | \$3,000 | \$0 | \$6,000 |
| 6 | Communications Manager 33% of time | \$5,000 | \$5,000 | \$0 | \$10,000 |
| Totals: | | \$25,000 | \$25,000 | \$0 | \$50,000 |

Amount of Grant Funding Requested:

\$25,000

Cash Match:

\$25,000

In-Kind Match:

Match Amount:

\$25,000

Total Project Cost:

\$50,000

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

Revenue: Admissions *

| # | Description | Cash Match | Total | |
|----------------|-------------|------------|-----------------|-----------------|
| 1 | Admission | \$18,000 | \$18,000 | |
| Totals: | | \$0 | \$18,000 | \$18,000 |

Private Support: Corporate *

| # | Description | Cash Match | Total | |
|----------------|-------------|------------|----------------|----------------|
| 1 | Sponsorship | \$2,000 | \$2,000 | |
| Totals: | | \$0 | \$2,000 | \$2,000 |

Private Support: Other *

| # | Description | Cash Match | Total | |
|----------------|---------------------|------------|----------------|----------------|
| 1 | Individual Donation | \$5,000 | \$5,000 | |
| Totals: | | \$0 | \$5,000 | \$5,000 |

Total Project Income:

\$50,000

Proposal Budget at a Glance

| Line | Item | Expenses | Income | % |
|------|-----------------------|----------|----------|------|
| A. | Request Amount | \$25,000 | \$25,000 | 50% |
| B. | Cash Match | \$25,000 | \$25,000 | 50% |
| | Total Cash | \$50,000 | \$50,000 | 100% |
| C. | In-Kind | \$0 | \$0 | 0% |
| | Total Proposal Budget | \$50,000 | \$50,000 | 100% |

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

H. Accessibility Page 8 of 10

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

FMoPA believes that, as an institution that promotes the arts, accessibility is of the utmost importance. The museum, with its small staff, strives to reach as many people as possible and FMoPA recognizes to achieve that goal; many systems must be put into place. Accessibility is built into the very fabric of both the facilities and the proposal activities.

FMoPA shares a multi-story building with numerous other businesses. As a member of the community of businesses within the iconic "Cube" in downtown Tampa, the museum endeavors to create ease of movement for everyone. There are handicap signs placed on each floor to provide a safe pathway from one location to another. Additionally, the building has its staff on duty during business hours to help when necessary. The building offers 11 spacious elevators with Braille characters for visually impaired visitors. Each exhibit piece wields a placard with readable fonts to assist those that have difficulty with vision.

Communication in a multicultural metropolitan area is also something that FMoPA recognizes and strives to achieve efficiently. The staff is dedicated to assisting those who visit the Tampa Bay area and making them feel as comfortable as possible. The majority of the staff is bilingual, as well as a few foreign language speakers that include: Spanish, German, French, and Czech.

FMoPA strives to communicate art to each potential visitor. Our choice in artists from our permanent collection to our rotating collection is meant to transcend politics, race, and gender. FMoPA's selection in artists intends to convey messages about the human experience that is accessible to everyone.

FMoPA offers discounted educational activities that are aimed to bridge the gap between fine art and periphery communities. Also, FMoPA performs free pop-up photography seminars at the John F. Germany Hillsborough County Public Library, in the heart of the city, to further our mission of expansion and charity.

The greater Tampa Bay corridor is home to a vibrant senior community and FMoPA goes to great lengths to stay connected with this vital link in the chain of the area.

FMoPA has an exciting future, and the museum is always looking for ways to improve. The museum is working with the City and Council Accessibility Alliance to assist FMoPA in ways to creatively improve the accessibility of the museum experience for all the citizens of Tampa Bay. Although many museum programs exist where visitors can access more in-depth information about each component of an exhibit

through headsets, FMoPA intends to find a way to merge its exhibits, which are visual, with audio descriptions so that those that are visually impaired can better engage in artistic works.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

If yes, what is the name of the staff person responsible for accessibility compliance?

Zora Carrier

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

If yes, when was the evaluation completed?

5/1/2018

I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

| Content Type | Format/extension | Maximum size |
|--------------|---------------------|--------------|
| Images | .jpg or .gif | 5 MB |
| documents | .pdf or .txt | 10 MB |
| audio | .mp3 | 10 MB |
| video | .mp4, .mov, or .wmv | 200 MB |

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

| File Name | File Size | Uploaded On | View (opens in new window) |
|---------------|-----------|----------------------|----------------------------|
| WFServlet.pdf | 33 [KB] | 5/30/2018 2:55:47 PM | View file |

2. Support materials (Optional)

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Florida Museum of Photographic Arts and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

Signature (Enter first and last name)

Zora Carrier

